

REGIONAL SNAPSHOT

September 2011

The Graying of Atlanta: A Look at the Latest 2010 Census Data

Recently-released data from the 2010 Census reveal that the Atlanta region is getting older and that those ages 45-64 make up the fastest-growing segment in the region. This *Regional Snapshot* explores age trends in the 20-county region, showing which areas are adding kids and which are graying the most, while tracking the Millennials, Generation Xers and Baby Boomers through the last decade.

The data show that the Baby Boomers, defined as those ages 45 to 64 in 2010, now make up 25 percent of the region's population, making them one of only two age groups that experienced an increase in its percentage of the total population since 2000. The other age group to experience such an increase are those 65 and older. Next month's snapshot will explore age and race trends together, showing how the general aging trends experienced over the last decade don't apply evenly to all races or ethnic groups.

45-64 AGE GROUP IS FASTEST GROWING SEGMENT

Table 1 shows that those ages 45-64, the Baby Boomers, saw the greatest percentage increase between 2000 and 2010. According to the 2010 Census, there are now more than 1.3 million Baby Boomers in the 20-county region, an increase of almost 50 percent since 2000. The 65-and-older age group was the second-fastest growing segment, increasing by 45 percent since 2000.

Those ages 30 to 44, known collectively as Generation X, had the smallest percentage increase (7.6 percent) between 2000 and 2010.

The Snapshot explores age in greater detail in later pages.

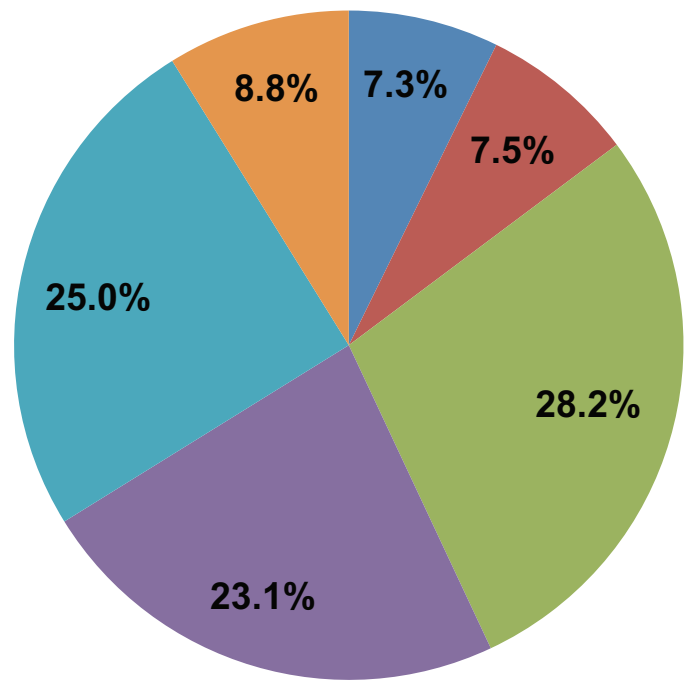
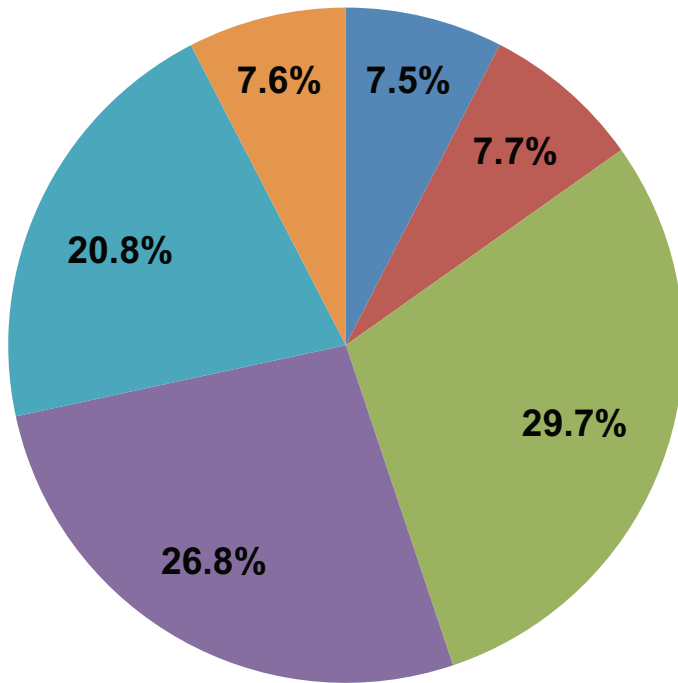
Table 1 – Population by Selected Age Groups, 2000 and 2010

	Under 5		Age 5-9		Age 10-29		Age 30-44		Age 45-64		Age 65+	
	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010	2000	2010
Barrow	3,812	5,832	3,830	5,634	13,323	19,143	12,017	15,927	8,981	16,359	4,181	6,472
Bartow	5,939	6,980	6,172	7,572	21,260	27,245	19,207	21,683	16,273	26,066	7,168	10,611
Carroll	6,156	7,803	6,483	7,878	27,757	34,446	19,652	21,924	18,509	26,368	8,711	12,108
Cherokee	11,670	15,801	11,596	17,353	37,515	54,937	40,974	50,209	30,795	56,348	9,353	19,698
Clayton	19,726	21,939	20,798	20,779	76,742	80,194	61,757	59,639	43,571	59,637	13,923	17,236
Cobb	43,938	48,318	44,858	49,463	179,459	191,470	167,037	159,713	130,423	179,142	42,036	59,972
Coweta	7,288	9,283	7,461	9,748	24,254	33,297	23,203	28,342	19,438	33,407	7,571	13,240
DeKalb	47,357	50,407	46,890	45,290	208,141	200,075	178,921	164,858	131,332	169,035	53,224	62,228
Douglas	6,735	9,732	7,232	10,357	26,419	36,805	24,142	31,278	20,688	32,987	6,958	11,244
Fayette	5,325	4,913	7,301	7,455	23,352	26,899	21,798	18,590	25,383	35,165	8,104	13,545
Forsyth	9,366	13,593	7,977	16,640	22,720	41,087	29,954	44,007	21,450	44,546	6,940	15,638
Fulton	56,819	62,581	58,129	61,510	252,432	273,646	210,896	216,062	168,740	223,358	68,990	83,424
Gwinnett	47,075	62,242	47,216	66,698	171,898	229,370	171,215	193,531	119,445	198,375	31,599	55,105
Hall	11,417	14,123	10,370	14,573	42,585	50,325	33,171	37,667	28,667	42,986	13,067	20,010
Henry	9,688	13,835	10,109	16,514	32,566	57,231	33,072	48,000	25,082	51,294	8,824	17,048
Newton	4,916	7,563	4,912	8,105	17,629	27,855	15,099	22,472	13,316	24,133	6,129	9,830
Paulding	7,693	11,186	7,476	12,510	23,426	39,586	24,068	35,916	14,191	32,906	4,824	10,220
Rockdale	4,480	5,763	5,343	6,049	19,852	23,561	17,171	17,370	16,809	23,406	6,456	9,066
Spalding	4,379	4,625	4,573	4,555	16,472	17,019	13,035	12,544	13,120	16,791	6,838	8,539
Walton	4,902	5,804	4,866	6,351	16,595	21,762	15,312	17,720	13,172	22,039	5,840	10,092
City of Atlanta	26,666	26,789	27,386	22,792	137,672	137,324	103,271	99,958	80,944	91,801	40,535	41,339
20-County Total	318,681	382,323	323,592	395,034	1,254,397	1,485,953	1,131,701	1,217,452	879,385	1,314,348	320,736	465,326
Percent of Total Population:	7.5%	7.3%	7.7%	7.5%	29.7%	28.2%	26.8%	23.1%	20.8%	25.0%	7.6%	8.8%
Percent Increase:	2000-2010: 20.0%		2000-2010: 22.1%		2000-2010: 18.5%		2000-2010: 7.6%		2000-2010: 49.5%		2000-2010: 45.1%	

Figure 1 – Age Structure: 2000 and 2010

20-County Atlanta Region 2000

20-County Atlanta Region 2010



■ Under 5 ■ Age 5-9 ■ Age 10-29 ■ Age 30-44 ■ Age 45-64 ■ Age 65+

Source: U.S. Census

THOSE 45 AND OLDER NOW COMPRISE 34 PERCENT OF REGION'S POPULATION

Atlanta has always been a relatively young place. In 2000, those between 10 and 29 were the largest of the age groups analyzed, as shown in Figure 1. While that remains true in 2010, the share of that age group has declined, while the shares of those ages 45-64 and those 65 and older increased. Collectively, those 45 and older made up almost 34 percent of the population in 2010, compared to just over 28 percent in 2000.

FEW JURISDICTIONS INCREASED SHARE OF CHILDREN

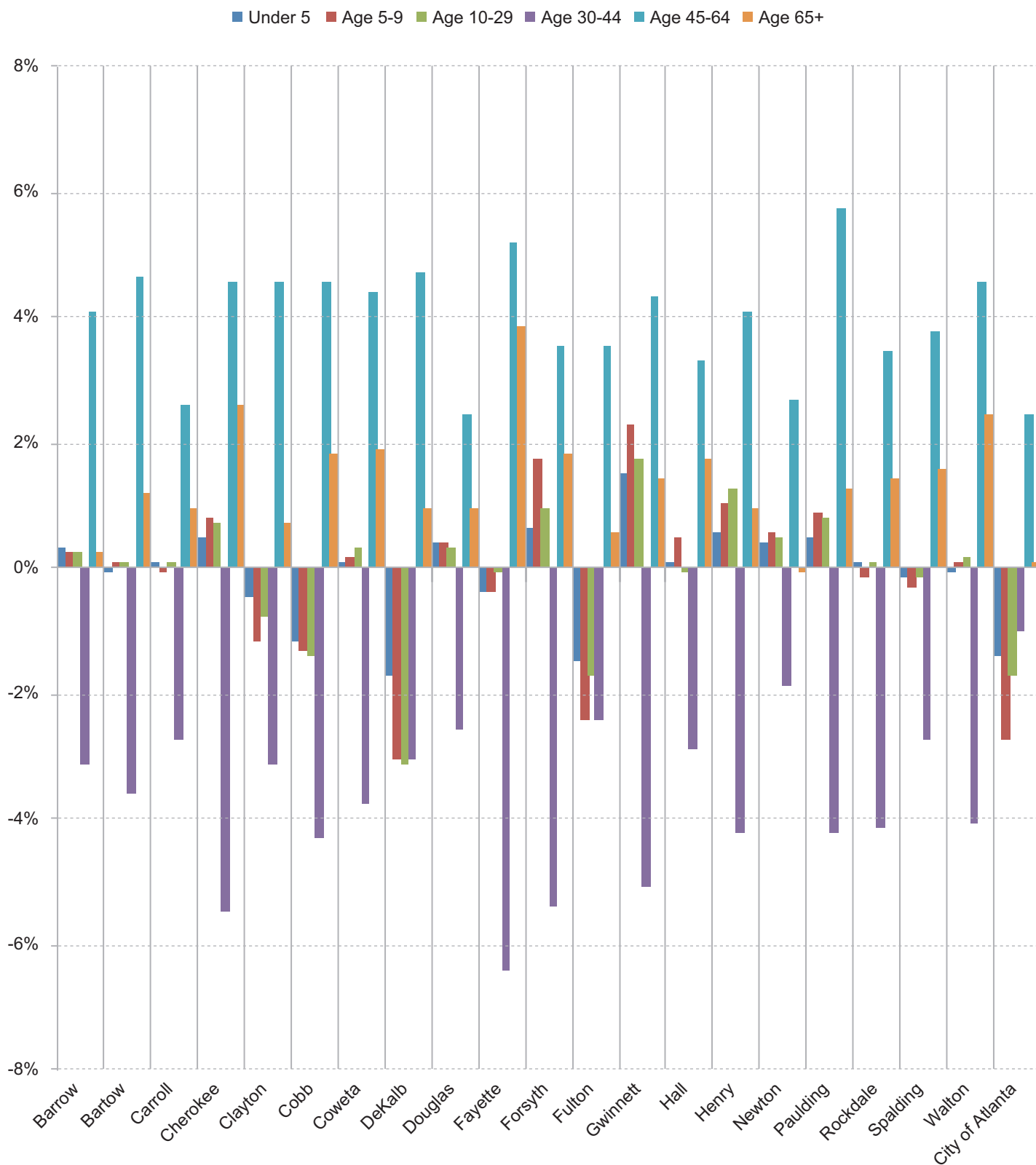
Chart 1 shows the percentage change of different age groups for each of the 20 counties in the region. This measures how concentrations of certain age groups grew over the past decade.

Every jurisdiction saw a dramatic increase in the share of those ages 45-64, with Paulding County leading the way. (In 2000, 17.4 percent of Paulding's population was between the ages of 45 and 64. In 2010, their share of the Paulding population was 23.1 percent, an increase of 5.7 percentage points.) Fayette County's share of the 45-64 population increased 5.2 percentage points, which was the second-highest increase in the region.

Each jurisdiction also experienced share increases in those age 65 and older, with Newton County being the only exception.

Very few jurisdictions added children, ages 0 to 9, with Gwinnett, Forsyth and Henry counties being notable exceptions.

DeKalb County had the largest share decrease in those under age 5 (-1.7 percentage points) and those ages 5-9 (-3.0 percentage points).

Chart 1 – Percentage Point Change in Share by Age Group, 2000-2010


Source: U.S. Census

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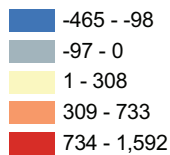
CHILDREN: SHARE OF CHILDREN DROPPED BETWEEN 2000 AND 2010

Although the populations of those under five (20 percent increase) and those between five and nine (22 percent increase) grew during the last decade, their shares of the total population dropped, indicating the overall aging of the region. Gwinnett County led the way, adding more than 15,000 children under the age of five during the last decade, followed by Fulton (+5,800), Cobb (+4,400) and Forsyth (+4,200) counties. Other county-level trends of note include:

- Newton County led the 20-county region in the growth of the under-five population with an increase of almost 54 percent. Next were Barrow (+53 percent) and Paulding (+45.4 percent) counties.
- Fayette County was the only jurisdiction to experience a net decline in the under 5 population, with 412 fewer children in 2010 than in 2000.

Map 1 – Change in Under 5 Population

Age: Census 2010
Under 5 change

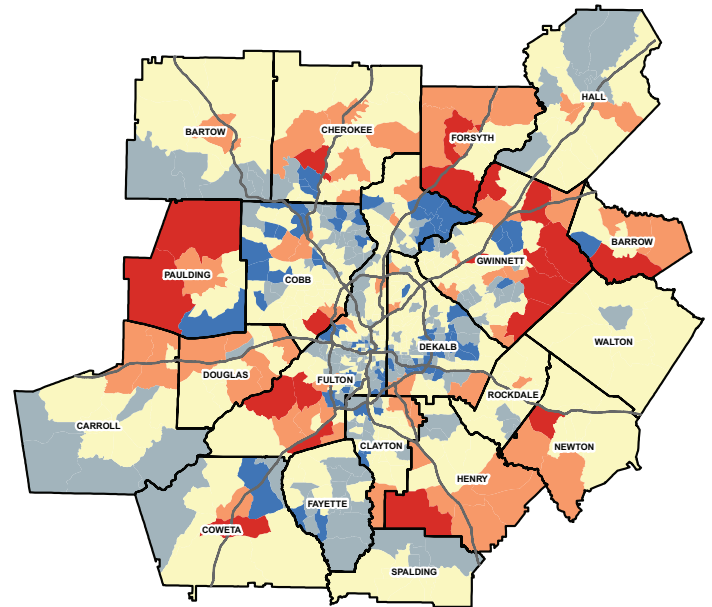


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Under 5 Population	
2000	2010
318,681	382,323

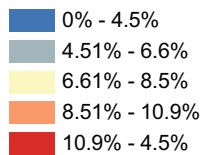
Map 1 shows the numerical change in the population under the age of five. (Map 2 below shows the current share of the under-five population.) In general, the areas that added the most children were the same areas that added the most overall population – with areas in Gwinnett adding the most.

Source: U.S. Census



Map 2 – Percent of Under 5 Population, 2010

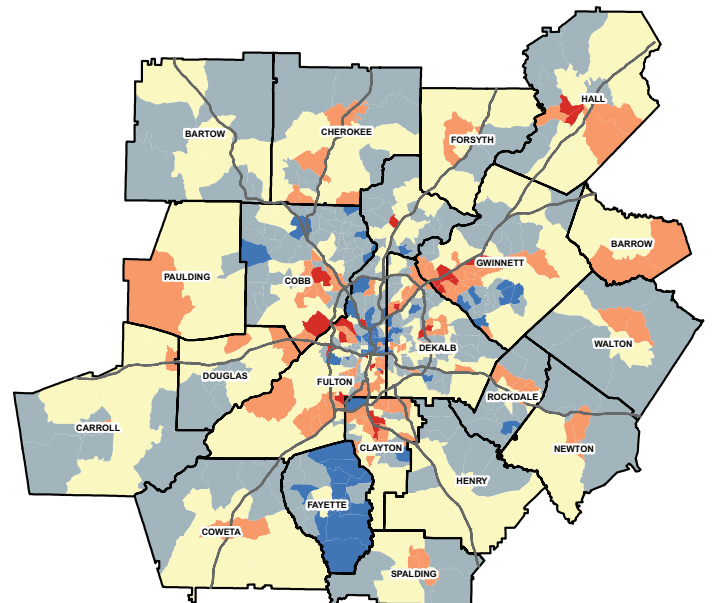
Age: Census 2010
Percent Under 5



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As Map 2 shows, the heaviest concentrations of children, by share of the total population, are clustered in a relatively few places, particularly areas with large percentages of Hispanics, like Hall and Gwinnett counties and the Marietta area of Cobb County. There will be more about age and race trends in next month's *Snapshot*.

Source: U.S. Census



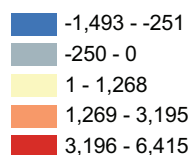
THE MILLENNIALS: THOSE AGE 10-29 ARE LARGEST AGE GROUP IN REGION

The popular notion that the “Baby Boom” generation represents the largest age group is not accurate. That distinction goes to the “Millennials,” who number almost 1.5 million as of 2010. The Millennials are those who are currently between the ages of 10 and 29, (so named because they are the first generation to come of age in a new millennium). Go here to read a national profile of the Millennials by the Pew Research Center - <http://pewresearch.org/pubs/1437/millennials-profile>. County-level trends include:

- Gwinnett County added more than 57,500 people ages 10-29 in 2000-2010, the most of any jurisdiction in the 20-county region. Next were Henry (+24,700) and Fulton (+21,200) counties.
- Forsyth County had the largest percentage increase between 2000 and 2010, with an 81 percent increase. Next were Henry (+75.7 percent) and Paulding (+69 percent) counties.
- DeKalb County (-8,100) and the City of Atlanta (-348) were the only jurisdictions to experience a net decline of those ages 10-29 between 2000 and 2010.

Map 3 – Change in Those Ages 10-29, 2000-2010 (AKA “Millennials” in 2010)

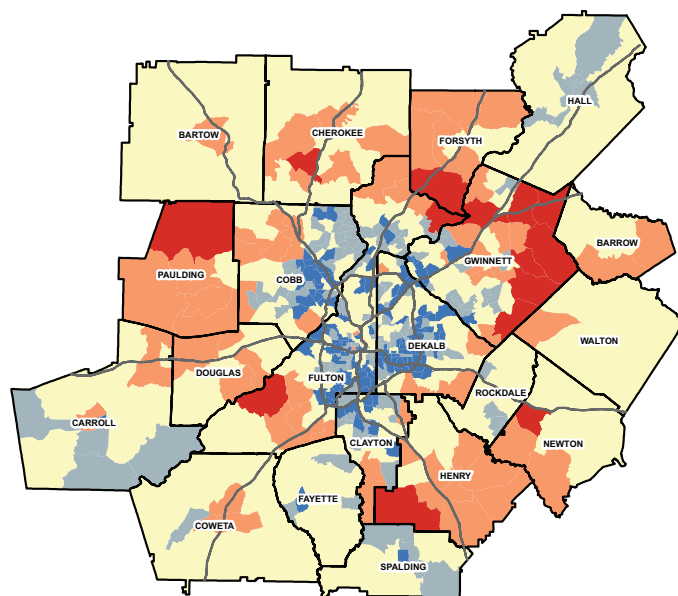
**Age: Census 2010
Change, 10-29**



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Map 3 shows the numerical change in “Millennial” population. (Map 4 shows the current share of the Millennials population.) The areas with the largest numerical gains, as seen in Map 3, are in the second-ring suburbs and exurbs, with areas in Gwinnett and Henry counties leading the way.

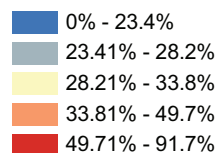
Millennial Population	
2000	2010
1,254,397	1,485,953



Source: U.S. Census

Map 4 – Percentage of Those Ages 10-29, 2010 (AKA “Millennials” in 2010)

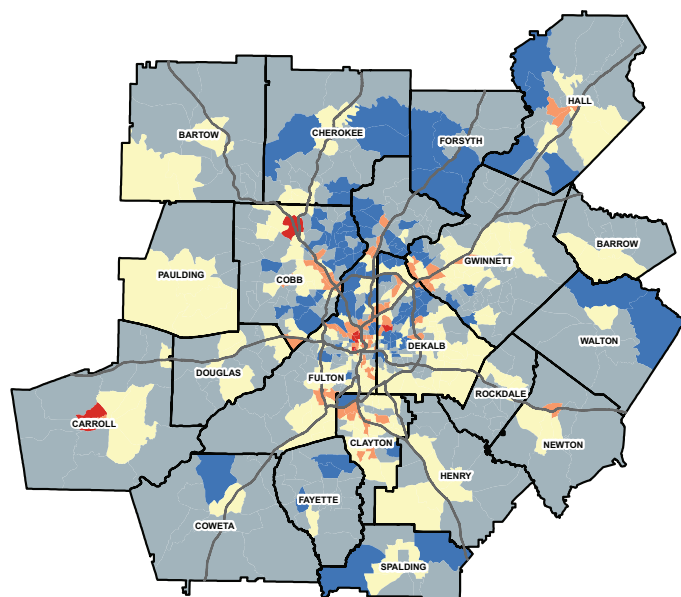
**Age: Census 2010
Percent 10-29**



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Map 4 shows a different pattern for the Millennials – one of hyper-concentration around areas with a university, such as Carrollton (West Georgia), Kennesaw (Kennesaw State), Morrow (Clayton State), northern DeKalb (Emory) and the City of Atlanta (Ga. Tech, Georgia State, Atlanta University Center). There are also large numbers of Millennials in areas with concentrations of non-white populations – particularly in Clayton County, the Norcross area of Gwinnett, Hall County and near Marietta in Cobb County.

Source: U.S. Census



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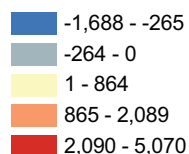
GENERATION X: THOSE AGES 30-44 HAD SMALLEST PERCENT INCREASE

Generation X (those ages 30-44 in 2010) have also been called the “Baby Bust” generation, because they are generally the children of the Baby Boomers, who had fewer children than did their parents. Metro Atlanta, however, has always been a young place, as evidenced by a strong “Generation X” presence. See “Age Profile of the Atlanta Region” here: www.atlantaregional.com, (search the Regional Snapshot page). County-level trends include:

- Gwinnett County, again, added the most people ages 30-44, with an increase of 22,300 between 2000 and 2010. Next are Henry (+15,000) and Forsyth (+14,100) counties.
- Paulding County experienced the largest increase between 2000-2010, with a 49.2 percent increase in those ages 30-44. Next were Newton (+48.8 percent) and Forsyth (+46.9 percent) counties.
- Several jurisdictions experienced declines in people ages 30-44: DeKalb (-14,100), Cobb (-7,300), City of Atlanta (-3,300), Fayette (-3,200), Clayton (-2,100) and Spalding (-500) counties.

Map 5 – Change in Those Ages 30-44, 2000-2010 (AKA “Generation X” in 2010)

Age: Census 2010
Generation X Change



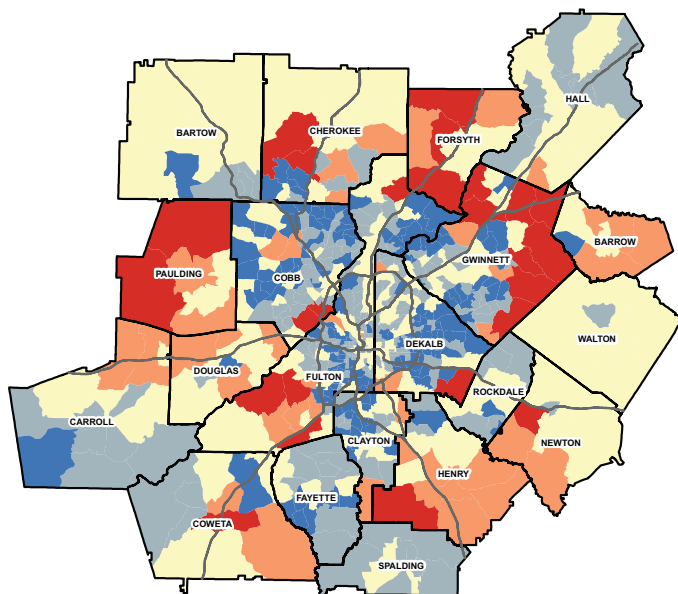
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Generation X Population

2000	2010
1,131,701	1,217,452

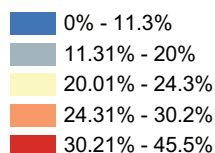
Map 5 shows the numerical change in Generation X population. (Map 6 below shows the current share of the Generation X population.) The areas with the largest numerical gains, as seen in Map 5, are in the second-ring suburbs and exurbs, with Gwinnett and Henry counties leading the way. Again, these areas added the most overall population, so this pattern is similar to what was shown in other maps in this Snapshot.

Source: U.S. Census



Map 6 – Share of Those Ages 30-44, 2000-2010 (AKA “Generation X” in 2010)

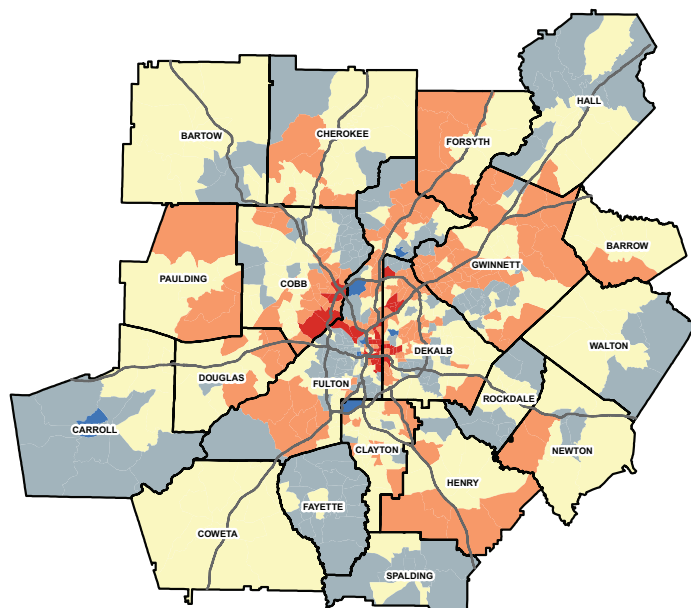
Age: Census 2010
Percent Generation X



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Map 6 shows a different pattern from Map 5. It shows that Generation X is heavily concentrated in and around the urban core, particularly in Midtown Atlanta, Downtown Atlanta and the Emory area, as well as in the Vinings area of Cobb County. This shows that the lifestyle and community preferences of Generation X differ from what their parents' generation prefers. (See next page).

Source: U.S. Census



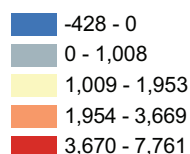
BABY BOOMERS: NEARING RETIREMENT AGE

The 45-64 age cohort, or the Baby Boomers, experienced an increase of almost 50 percent between 2000 and 2010, the largest growth of any age group analyzed. For years, demographers have been discussing the impact this generation would have as they reach retirement age. That time is now, although Baby Boomers in the Atlanta region are still in the youngest years of the age cohort, meaning that retirement is still years away. For a national profile of the Baby Boom generation by the Pew Research Center, go here: <http://pewresearch.org/pubs/880/baby-boomers-the-gloomiest-generation>. County-level trends include:

- Gwinnett County led the region in net increase of those ages 45-64, with an almost 79,000 person increase between 2000 and 2010. Next were Fulton (+54,600) and Cobb (+48,700) counties.
- Paulding County experienced the largest percentage increase in 2000-2010, with a 132 percent increase. Next were Forsyth (+108 percent) and Henry (+105 percent) counties.
- No jurisdiction experienced a decline in the 45-64 age cohort between 2000 and 2010.

Map 7 – Change in Those Ages 45-64, 2000-2010 (AKA “Baby Boomers” in 2010)

**Age: Census 2010
Boomer Change**

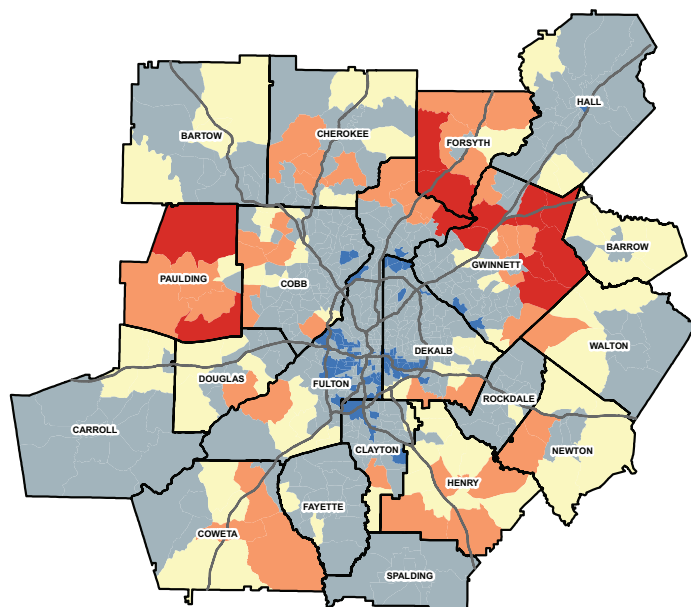


Baby Boomer Population

2000	2010
879,385	1,314,348

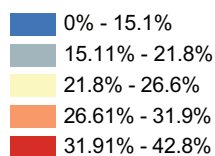
Map 7 shows the numerical change in the “Baby Boomer” population. (Map 8 shows the current share of the Baby Boomer population.) The areas with the largest numerical gains, as seen in Map 7, are in the second-ring suburbs and exurbs, with areas in Gwinnett, Forsyth and Paulding counties leading the way. The urban core and the first-ring suburbs surrounding I-285 saw very little growth, comparatively, or experienced net declines of those ages 45-64.

Source: U.S. Census



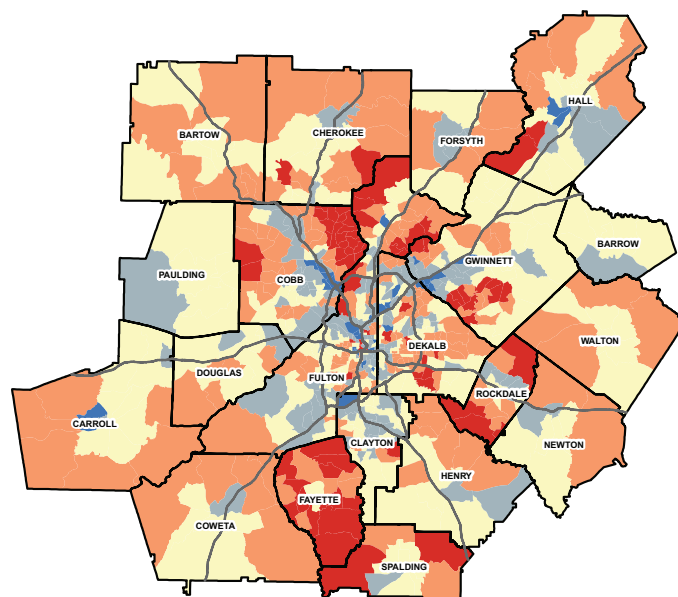
Map 8 – Share of Those Ages 45-64, 2010 (AKA “Baby Boomers” in 2010)

**Age: Census 2010
Percent Boomer**



Map 8 shows that the heaviest concentrations of Baby Boomers are scattered throughout the region, but mostly outside the perimeter (I-285) in east Cobb, northern Fulton and south of I-20 in Fayette and Spalding counties.

Source: U.S. Census



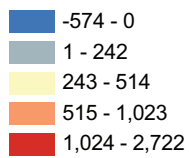
OLDER ADULTS: GROWING FAST; FUELED BY THE BABY BOOMERS

Although evidence shows that many older adults are staying in the workforce, those ages 65 and older (considered to be retirement age) increased 45 percent between 2000 and 2010, the second largest increase behind the 45-64 age cohort. Although only 465,000-strong in 2010, this age group will grow dramatically over the next two decades as Baby Boomers age in place. County-level trends include:

- Gwinnett County added 23,500 people age 65 and older, the most in the 20-county region between 2000 and 2010. Next were Cobb (+17,900) and Fulton (+14,400) counties.
- Forsyth County experienced the largest percent increase between 2000 and 2010, at 125 percent. Next were Paulding (+112 percent) and Cherokee (+111 percent) counties.
- No jurisdiction experienced a decline in the 65 and older population between 2000 and 2010.

Map 9 – Change in Those Ages 65+, 2000-2010

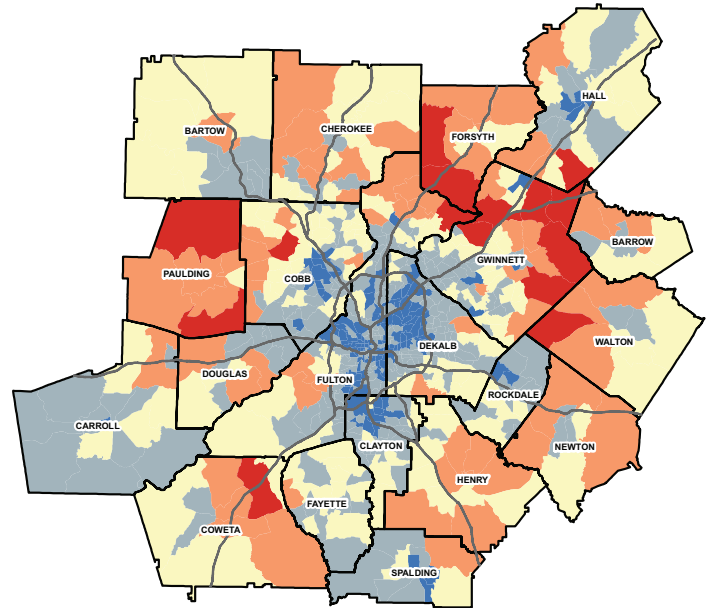
Age: Census 2010
65+ Change



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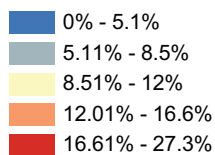
Map 9 shows the numerical change in the current 65+ population. (Map 10 shows the current share of 65+ population). The areas with the largest numerical gains, as seen in Map 9, are in the second-ring suburbs and exurbs, with areas in Gwinnett, Forsyth and Paulding counties leading the way. Large swaths of areas inside and around the perimeter (I-285) experienced a net decline in those 65 and older.

Source: U.S. Census



Map 10 – Share of Those Ages 65+, 2010

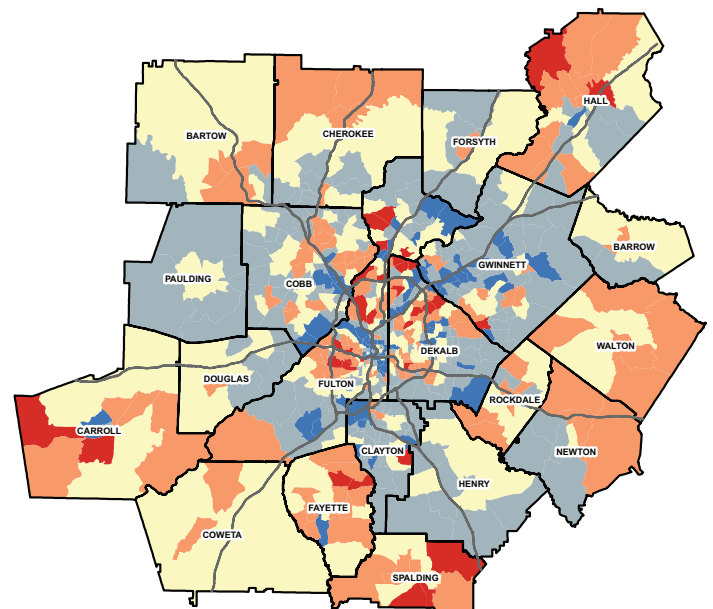
Age: Census 2010
Percent 65+



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Map 10 shows concentrations of those 65 and older scattered throughout the region in no discernable pattern. But, there are heavy concentrations in "retirement" communities in Hall, northern Cherokee and Spalding counties, as well as concentrations inside the perimeter (I-285) in Buckhead, the Toco Hills area and southwest Atlanta.

Source: U.S. Census



For more information on these issues or to suggest new subjects, please email mcarnathan@atlantaregional.com.

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